

FDN-2726

## TOUGH POLYMERS

### Abstract

What is described herein is a tough yet flexible polymer which is polyvinyl alcohol grafted with a water or alcohol soluble monomer. The grafted polymer has strong holding properties and high humidity resistance, which are particularly suitable for use in hair styling and skin care products. The grafted polymer preferably is made in a solvent such as water, alcohol and water-alcohol mixtures, in the presence of an initiator.